Language Browser Targeting

Launch localized digital advertising campaigns to reach consumers around the world. Language browser targeting allows you to deliver translated content and target your ads to users based on their browser's language setting. By speaking your target user's language, you can more effectively engage them.

WHAT'S EMAIL ADVERTISING?

Language browser targeting enables marketers to target consumers based on the language setting of the web browser they're using. It's a good tactic for reaching multilingual audiences, especially with language-specific ad units.

HOW IT WORKS

Language browser targeting enables marketers to target consumers by the languages they speak, which can be challenging to execute solely via third-party data.

To leverage language browser targeting, reach out to the Choozle Team with the name of the advertiser account, campaign, and ad group to which you would like to apply language browser targeting. Impressions will only be bid on if the user's browser language settings match the languages you've selected to target.

There are 42 languages to choose from.

Notes & Best Practices

- Language browser targeting is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
- We recommend creating separate ad groups for each language you're targeting.
- Language browser targeting is available at no additional CPM cost. Page language targeting, which identifies the language of a web page's content, is available for an additional $0.06 - $0.10 CPM, depending on the solution.
- Develop creative assets with messaging translated to the target user's chosen language for a seamless and engaging user experience.

Learn more at choozle.com